METHOD FOR AUTOMATIC TRACKING OF APPLICATION AND CONTENT USAGE

ABSTRACT

5   A method for automatically tracking application and content usage is disclosed. According to an embodiment of the present invention, a method first recites the step of accessing an application interface (API) call with a parameter specifying a first portion of content to be measured. For example, the amount of time for which the portion of content is used is measured. Next the method recites,

10 in response to the accessed call, measuring usage for the first portion of content. Then, the method recites continuing to access API calls specifying additional portions of content to be measured until the program making the calls finishes execution. In this fashion, content usage is tracked. Application developers may determine, from the content usage, where users are getting stuck in a game or

15 what segments of an electronic document are being viewed.

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